

Amendments To the Specification

In the specification, page 1, lines 3-10, kindly replace this paragraph with the following:

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CROSS-REFERENCE TO RELATED APPLICATIONS

This application is related to the following co-pending and commonly assigned U.S. Patent Applications (the content of each of which is hereby incorporated by reference herein for all purposes):

U.S. Patent Application Serial No. 09/754,612, filed January 4, 2001, for “SYSTEM TO QUANTIFY CONSUMER PREFERENCES”; and

U.S. Patent Application Serial No. 09/845,051, filed April 27, 2001, for “SYSTEM TO PROVIDE CONSUMER PREFERENCE INFORMATION”; and

U.S. Patent Application Serial No. 10/635,387, filed August 6, 2003, for “SYSTEM TO QUANTIFY CONSUMER PREFERENCES”.

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